

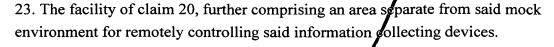
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CLAIMS

- 1. A method of conducting consumer product research, comprising the following steps:
 - (a) configuring a mock environment so as to test a product in a desired context;
 - (b) placing at least one consumer within said mock environment for testing said product; and
 - (c) collecting information during testing of said product.
- 2. The method of claim 1, said mock environment further comprising a plurality of areas within a simulated house.
- 3. The method of claim 2, wherein at least one consumer is placed within an area conforming to the desired context for testing said product.
- 4. The method of claim 1, further comprising the step of collecting information upon completion of testing said product
- 5. The method of claim 1, further comprising the step of broadcasting said information during testing of said product.
- 6. The method of claim 1, further comprising the step of analyzing said information.
- 7. The method of claim 1, wherein said information is feedback from said consumer.
- 8. The method of claim 1 wherein said information is quantitative data measured from interaction between said consumer and said product.
- 9. The method of claim 1, further comprising the step of screening a pool of candidates to become a consumer panel for testing a desired product.
- 10. The method of claim 9, wherein said mock environment is configured to match the demographics of said consumer panel.

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- 11. The method of claim 9, wherein said consumer panel is configured to match said mock environment.
- 12. The method of claim 1, wherein said mock environment is configured for hosting a desired event during which said product is tested.
- 13. The method of claim 7, wherein said consumer feedback is recorded audiovisually.
- 14. The method of claim 1, wherein operation of said product is controlled by a third party.
- 15. The method of claim 1, wherein operation of said product is simulated in said mock environment through control of a third party.
- 16. The method of claim 1, wherein said mock environment is a commercial establishment.
- 17. The method of claim 1, wherein said product is a service.
- 18. The method of claim 1, wherein said product is a form of communication.
- 19. The method of claim 7, wherein said consumer panel is utilized to test a plurality of products within said mock environment.
- 20. A facility for conducting consumer product research, comprising:
 - (a) at least one mock environment configured for testing a product in a desired context; and
 - (b) at least one device for collecting information during testing of said product in said mock environment.
- 21. The facility of claim 20, said mock environment further comprising at least one area in a simulated house.
- 22. The facility of claim 20, said mock environment further comprising an area in a simulated commercial establishment.



- 24. The facility of claim 20, further comprising an area separate from said mock environment for directly viewing product testing therein.
- 25. The facility of claim 20, said information collecting devices further collecting information after testing of the product in a separate setting.
- 26. The facility of claim 20, wherein said mock environment is configured for a particular consumer profile.
- 27. The facility of claim 20, wherein a particular consumer profile is matched with said mock environment.
- 28. The facility of claim 20, wherein said mock environment is configured for hosting a specified event.
- 29. The facility of claim 20, wherein said mock environment is configured for testing a prototype device.
- 30. The facility of claim 20 wherein said mock environment is constructed with infrastructure that is configurable for testing of a given product.

